

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 a printed travel ticket having at least one machine recognizable feature;

 a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition
10 of said feature;

 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

 a display unit for presenting said programming
15 material, wherein said programming material is related to said printed travel ticket.

169. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said travel ticket comprises an airplane
20 ticket.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said travel ticket comprises a train ticket.

171. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said travel ticket comprises a bus ticket.

172. (PREVIOUSLY PRESENTED) A system as defined in claim
5 168 wherein said travel ticket comprises a ship ticket.

173. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said travel ticket comprises a ferry ticket.

10 174. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
has associated therewith a data link which is recognized by
said feature recognition unit.

15 175. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises an image data link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises a video data link.

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177. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises a programming data
link.

178. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises a sound data link.

179. (PREVIOUSLY PRESENTED) A system as defined in claim
5 174 wherein said data link comprises an online data link.

180. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises an online shopping
data link.

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181. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises a pictorial data
link.

15 182. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises an electronic data
link.

183. (PREVIOUSLY PRESENTED) A system as defined in claim
20 174 wherein said data link comprises an electronic media
link.

184. (PREVIOUSLY PRESENTED) A system as defined in claim
174 wherein said data link comprises an "information
superhighway" data link.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises the internet.

186. (PREVIOUSLY PRESENTED) A system as defined in claim
10 184 wherein said "information superhighway" data link
comprises the world wide web.

187. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
15 comprises a computer network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises an integrated services digital network ("ISDN").

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189. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises a telephone line.

190. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a cable access television ("CATV") line.⁷

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a local area network.

192. (PREVIOUSLY PRESENTED) A system as defined in claim
10 184 wherein said "information superhighway" data link comprises a wide area network.

193. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
15 comprises a data communications network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises an Internet Product Service Directory.

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195. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises a globally based digital communications network.

196. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises a wireless network link.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
comprises a Wireless Application Protocol internet.

198. (PREVIOUSLY PRESENTED) A system as defined in claim
10 184 wherein said "information superhighway" data link
comprises an ethernet network.

199. (PREVIOUSLY PRESENTED) A system as defined in claim
184 wherein said "information superhighway" data link
15 comprises a radio frequency ("RF") cellular network.

200. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a bar code.

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201. (PREVIOUSLY PRESENTED) A system as defined in claim
200 wherein said bar code comprises a Universal Product
Code.

202. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible bar code.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic code.

204. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a printed character.

205. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a symbol.

206. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a pictorial icon.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible indicia.

208. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a two-dimensional figure.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an icon.

210. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an invisible icon.

211. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible watermark.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim
212 wherein said invisible watermark comprises a digital
watermark.

214. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a series of alphanumeric characters.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a binary code.

216. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a digital watermark.

217. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a magnetic strip.

218. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a code.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping product code.

220. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping product code.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping service code.

222. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a home shopping service code.

223. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises an analog pattern.

224. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a hieroglyphic character.

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225. (PREVIOUSLY PRESENTED) A system as defined in claim in
168 wherein said programming material comprises
information.

226. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises seat information.

227. (PREVIOUSLY PRESENTED) A system as defined in claim
5 225 wherein said information comprises seat location
illustrations.

228. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises arrival terminal
10 information.

229. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises departure terminal
information.

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230. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises passenger
information.

20 231. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information
regarding a mode of travel.

232. (PREVIOUSLY PRESENTED) A system as defined in claim
231 wherein said information regarding a mode of travel
comprises onboard restaurant information.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim
231 wherein said information regarding a mode of travel
comprises onboard restaurant menus.

234. (PREVIOUSLY PRESENTED) A system as defined in claim
10 231 wherein said information regarding a mode of travel
comprises safety information.

235. (PREVIOUSLY PRESENTED) A system as defined in claim
231 wherein said information regarding a mode of travel
15 comprises smoking restrictions.

236. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information about
the background of the mode of travel.

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237. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information about
the route traveled.

238. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information about
providers of a means of travel.

5 239. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information about
sponsors of a means of travel.

240. (PREVIOUSLY PRESENTED) A system as defined in claim
10 225 wherein said information comprises information of
promoters of a means of travel.

241. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises weather
15 information.

242. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises information about
travel time changes.

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243. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said information comprises travel guide
information.

244. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises typical
weather patterns.

5 245. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises
accommodation information.

246. (PREVIOUSLY PRESENTED) A system as defined in claim
10 243 wherein said travel guide information comprises
information on attractions.

247. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises dining
15 information.

248. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises local
transportation information.

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249. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises health
facility information.

250. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises
consulate information.

5 251. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said travel guide information comprises
currency exchange information.

252. (PREVIOUSLY PRESENTED) A system as defined in claim
10 243 wherein said travel guide information comprises travel
tips.

253. (PREVIOUSLY PRESENTED) A system as defined in claim in
168 wherein said programming material comprises a service.
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254. (PREVIOUSLY PRESENTED) A system as defined in claim
253 wherein said service includes displaying promotional
programming material on said display unit.

20 255. (PREVIOUSLY PRESENTED) A system as defined in claim
253 wherein said service includes establishing a
communication link with said user.

256. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link includes conducting an
interaction with said user via a telephone.

5 257. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link includes conducting an
interaction between a plurality of users via an online
communication chat link.

10 258. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises an onboard
food ordering service.

259. (PREVIOUSLY PRESENTED) A system as defined in claim
15 255 wherein said communication link comprises interactive
travel planning.

260. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises making
20 reservations.

261. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises making
payments.

262. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises making travel
arrangements.

5 263. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises changing
travel arrangements.

264. (PREVIOUSLY PRESENTED) A system as defined in claim
10 255 wherein said communication link comprises purchasing
merchandise.

265. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises obtaining
15 discounts.

266. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises achieving
travel rewards.

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267. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises a promotion
to win free travel tickets.

268. (PREVIOUSLY PRESENTED) A system as defined in claim
255 wherein said communication link comprises posting
reviews regarding a mode of transportation.

5 269. (PREVIOUSLY PRESENTED) A system as defined in claim
253 wherein said service comprises a currency exchange
calculator.

270. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises a personal
computer.

271. (PREVIOUSLY PRESENTED) A system as defined in claim
270 wherein said personal computer comprises a laptop
15 computer.

272. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a television.

20 273. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a device containing
a microprocessor.

274. (PREVIOUSLY PRESENTED) A system as defined in claim
273 wherein said device containing a microprocessor is
hand-held.

5 275. (PREVIOUSLY PRESENTED) A system as defined in claim
273 wherein said device containing a microprocessor is
portable.

276. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises a personal digital
planner.

277. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an internet
15 appliance.

278. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a cellular
telephone.

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279. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a wireless
communication device.

280. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a simulated book.

5 281. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an intelligent
terminal.

282. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises a web-based
television.

283. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a pager.

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284. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an Internet-enabled
telephone.

20 285. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said feature recognition unit is selected from
a group consisting of a hand-held unit, a scanner, a bar
code scanner, an optical code reader, an optical reader, a

personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

286. (PREVIOUSLY PRESENTED) A system as defined in claim
5 285 wherein said feature recognition unit is linked to a personal computer.

287. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit is linked to a
10 wireless interface.

288. (PREVIOUSLY PRESENTED) A system as defined in claim
287 wherein said wireless interface comprises a wireless network.

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289. (PREVIOUSLY PRESENTED) A system as defined in claim
288 wherein said wireless network comprises a cellular network.

20 290. (PREVIOUSLY PRESENTED) A system as defined in claim
287 wherein said wireless interface comprises a cellular telephone.

291. (PREVIOUSLY PRESENTED) A system as defined in claim
287 wherein said wireless interface comprises a pager.

292. (PREVIOUSLY PRESENTED) A system as defined in claim
5 287 wherein said wireless interface comprises a wireless
personal computer.

293. (PREVIOUSLY PRESENTED) A system as defined in claim
287 wherein said wireless interface comprises a personal
10 digital assistant.

294. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit is linked to a
personal digital assistant.

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295. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit is linked to an
Internet appliance.

20 296. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit is linked to a
television set.

297. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit comprises a
portion of a cellular telephone.

5 298. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit comprises a
portion of a personal digital assistant.

299. (PREVIOUSLY PRESENTED) A system as defined in claim
10 285 wherein said feature recognition unit comprises a
portion of a remote control unit.

300. (PREVIOUSLY PRESENTED) A system as defined in claim
285 wherein said feature recognition unit comprises a
15 portion of a handwriting implement

301. (PREVIOUSLY PRESENTED) A method of providing a user
access to programming material, comprising the steps of:

20 printing a machine recognizable feature within a
 travel ticket;
 scanning said machine recognizable feature of said
 travel ticket; and
 transmitting data associated with said machine
 recognizable feature via a communication link to

access said programming material, wherein said programming material is related to said travel ticket.

5 302. (PREVIOUSLY PRESENTED) The method of claim 301 wherein said communication link includes the Internet.

303. (PREVIOUSLY PRESENTED) The method of claim 301 wherein said machine recognizable feature is selected from a group
10 consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, magnetic
15 strip, code, analog pattern, and hieroglyphic character.

304. (PREVIOUSLY PRESENTED) A method of providing a user access to supplemental programming material associated with a travel ticket, comprising the steps of:

20 printing a machine recognizable feature within said travel ticket, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said
travel ticket and downloading data indicative of
said machine recognizable feature via the
Internet to a remote server;

5 accessing programming material from said remote
server; and

transmitting said programming material to said user
allowing said user to perceive said programming
material in a humanly perceivable form, wherein
10 said programming material is related to said
travel ticket.

305. (PREVIOUSLY PRESENTED) The method of claim 304 wherein
said programming material comprises multimedia.

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306. (PREVIOUSLY PRESENTED) The method of claim 304 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol,
20 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, magnetic
strip, code, analog pattern, and hieroglyphic character.